

ABSTRACT

Competition in the Optical world becomes more intense, each Optical required to have a competitive advantage to win the competition and survive in the market. This study aims to investigate the influence of brand image and quality of service for customer trust and its implications for purchasing decisions product in Gajahmada Optical Semarang.

The total sample of 100 respondents is a customer Optical Gajahmada Semarang. Data obtained from questions using a questionnaire consisting of closed and open questions. Respondents' answers were analyzed with two-stage regression analysis tools SPSS (Statistical Package for Social Science) 21.0.

Based on the analysis conducted that the brand image and service quality and significant positive effect on customer confidence with a regression coefficient $Y1 = 0,279X1 + 0.633 X2$. While the customer's trust positive and significant impact on purchasing decisions with a regression coefficient $Y2 = 0.726$

Keywords: Brand Image, Quality of Service, Customer Trust, Purchasing Decisions.